Home Furnishings Calendar 1951

JANUARY

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Room 519 • 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

HOME FURNISHINGS CALENDAR

HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishing and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay $25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food; G - Gardens; HF - Home Furnishings; M - Miscellaneous.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Apr. 5 4:00 P.M.-7:00 P.M.	PRESS PARTY HF. A party for the press, by invitation only, will be held to display this new establishment, specializing in lamps and shades designed by Elise Young, as well as decorative accessories. Contact: Elise Young, RE. 7-2932; Publicity: Marjorie Hutton, RE. 4-3479.	THE ELISE YOUNG GALLERIE	4½ EAST 65TH STREET
Thursday Apr. 5	NEW TOILE HF. A new toile, "Les Monuments de Paris", an exact reproduction of an original Oberkampf design dating from 1816, has just been introduced. Screen-printed in vat colors on 36" cretonne, it is available at $2.65 a yard retail through interior decorators and leading department stores. It comes in six colors and will have a complementary wallpaper. Publicity: Ruth R. Maybank, Philip Schuyler, 14 E. 28th, MU. 3-7950.	F. SCHUMACHER & CO.	60 WEST 40TH STREET
Thursday Apr. 5	CHANGE OF ADDRESS AP. This organization has just moved to new and larger quarters. Contact: Claire Corbin, Suite 1607, 8 West 40th St., PE. 6-8467.	CLAIRE CORBIN ASSOCIATES	8 WEST 40TH STREET
Thursday Apr. 5	CHANGE OF ADDRESS M. Please note new address above. Telephone number now is: MU. 7-2675. Publicity: Langdon P. Williams, MU. 7-2675.	SOC. OF PLASTICS IND.	67 WEST 44TH STREET
Apr. 7-Apr. 11	HF. PITTSBURGH GIFT MART, WILLIAM PENN HOTEL, PITTSBURGH, PENNSYLVANIA. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Apr. 7-Apr. 14	F. NATIONAL DONUT WEEK. SPONSOR: NATL. DONUT WEEK COMM., 152 W. 42ND ST., NEW YORK 18, N.Y.		
Apr. 8-Apr. 15	HF. HOUSTON NATL. HOME SHOW, COLISEUM, HOUSTON, TEXAS. CONTACT: I.W. CURRY, 903 BANKERS MORTGAGE BLDG., HOUSTON, TEXAS.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, APRIL 9, 1951

Monday Apr. 9 7:30 P.M.	TWENTY-FOURTH LECTURE AP. Subject of this lecture will be You and Your Job in Advertising. Veronica Dengel of Personality Unlimited will discuss "Your Best Foot Forward"; Dorothy Dignam of N.W. Ayer will speak on "Happy Talk" on Getting the Job. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Apr. 9- Apr. 13	HF. SOUTHWEST FURNITURE MARKET, FAIR PARK BUILDINGS, DALLAS, TEXAS. CONTACT: H. E. DILL, 902 SOUTHLAND LIFE ANNEX, DALLAS, TEXAS.		
Monday Apr. 9- Apr. 14	COUNTRY ANTIQUES FAIR HF. Emphasis will be on the country antiques dealers at this fair. Hours: 1 to 11 P.M. daily; closing Saturday at 6 P.M. Contact: The Nuttals and Dorothy Hazen, mgrs., TE. 8-6830.	NEW YORK ANTIQUES FAIR, INC.	71ST REG. ARMORY
Tuesday Apr. 10 4:00 P.M.- 7:00 P.M.	PRESS OPENING HF. A new type of home furnishings service will be rendered to the retail customer by this shop, the only one of its kind in New York City. Here, under one roof, the customer can see the newest and finest fabrics from all the top fabric houses. A complete interior decorating service is also offered. The shop will be introduced to the press at a Champagne Buffet on this date by invitation only. Directors: Ruth Mack (Mrs. Walter S. Mack, Jr.) and Jean Swanson, PL. 3-2135; Publicity: Felice Maier, 550 Fifth Avenue, PL. 7-6454.	FINE FABRICS & INTERIORS	14 E. 55TH STREET
Wednesday Apr. 11	BRAND NAMES DAY LUNCHEON AND AWARDS M. The principal speaker will be Michael DiSalle, Dir. of Price Stabilization. Nearly 200 retail stores will be considered for top honors in the 3rd annual Brand Name Retailer of the Year awards. Seventeen awards will be made on this date to a store in each one of these categories: alcoholic beverage; children's wear; department stores; electrical appliance, drug; food; furniture stores; gasoline service stations; hardware, jewelry; men's wear; music, shoe; sporting goods; stationery; variety stores; women's specialty shops. Five runners-up in each category will receive certificates of distinction. Contact: Brand Names Foundation, PL. 9-8425.	BRAND NAMES FOUNDATION 37 WEST 57TH STREET	GRAND BALLROOM HOTEL COMMODORE
Wednesday Apr. 11 4:30 P.M.	PRESS PARTY HF. Ridgway & Adderley, Inc., will have a party for the press to present Anna Zinkeisen, British artist who has been commissioned for the production of designs for Adderley bone china and Ridgway earthenware. There will be a special showing of Miss Zinkeisen's paintings. New additions to the Ridgway & Adderley line will be on display. By invitation only. Publicity: Margery McNabb, Moynahan & Matthews, Inc., MU. 7-2545.	RIDGWAY & ADDERLEY, INC.	17 E. 54TH STREET
Wednesday Apr. 11	PREVIEW: NEW CASE GOODS HF. The press will be shown a new collection of case goods, designed by Mr. Probber and installed in a handsome, two-room terrace apartment especially constructed for it. By invitation only. Contact: Alfred Auerbach Associates, 130 West 57th Street, CO. 5-7805.	HARVEY PROBBER, INC.	136 FIFTH AVENUE
Apr. 11 Apr. 21	M. NATIONALLY ADVERTISED BRANDS WEEK IN VARIETY STORES. SPONSORS: CHAIN STORE AGE VARIETY EDITIONS, 185 MADISON AVE., NEW YORK 16.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Apr. 14- Apr. 18	B;HF. BUILDERS HOME AND FLOWER SHOW, AUDITORIUM, MINNEAPOLIS, MINNESOTA. CONTACT: H. H. CORY, MGR., 1157 N.W. BANK BLDG., MINNEAPOLIS, MINNESOTA.		
Apr. 14- Apr. 20	HF. OKLAHOMA NATL. HOME SHOW, OKLAHOMA CITY, OKLAHOMA. CONTACT: GUS FIELDS, 329 BILTMORE HOTEL, OKLAHOMA CITY, OKLAHOMA.		
Sunday Apr. 15	TRAIL BLAZERS CONTEST HF. This is the deadline date for submitting entries to the "Trail Blazers of 1951" contest sponsored by the Home Fashions League. Nominees may be designers, manufacturers, stores, converters and jobbers and should represent a genuinely new departure in design, in keeping with the League's aim of stimulating new trends in the home furnishings industry. All members are eligible to propose nominations and may submit as many entries in as many classifications as desired. A total of seven awards will be made, judged by a press jury of seven from as many publication classifications. Awards will be made at a luncheon on May 23. Further details in a later issue. Contact: Josephine Brush, Home Fashions League, 441 Madison Avenue #22, PL. 5-2276.	HOME FASHIONS LEAGUE	441 MADISON AVENUE
Sunday Apr. 15	NEW BUILDING TO OPEN HF. For the first time Grosfeld House will open its doors to the public in its new quarters at the above address. One entire floor will be devoted to the display of modern furniture, another new departure for this manufacturer. Complete rooms by the country's leading decorators, interior designers and architects will display furniture which ranges from English 18th Century, Directoire, Victorian, Regency and Provincial to today's Contemporary and Modern. All furniture shown is manufactured by Grosfeld House; all carpeting by T. F. Firth of England; fabrics by F. Schumacher, Stroheim & Romann, Greeff Fabrics, J. H. Thorp; Howard & Schaffer; wallpaper by Katzenbach & Warren, Jackson Ellis, Bassett & Vollum and F. Schumacher. Publicity: Doris A. Weston Fashion Counselors, 405 E. 54th Street, PL. 9-5844.	GROSFELD HOUSE	215 EAST 58TH STREET
Apr. 15- Apr. 19	HF. PHILADELPHIA GIFT SHOW, BENJAMIN FRANKLIN HOTEL, PHILADELPHIA, PA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Sunday Apr. 15- June 20	WINNERS: TRIBUNE BETTER ROOMS COMPETITION HF. The first of several Sunday supplements devoted to showing the winners in the Chicago Tribune's 1951 Better Rooms Competition will appear on this date. The Chicagoland Better Rooms Pageant will also commence on April 15 and continue through June 20. Some 70 prize-winning rooms will be put on display in stores throughout the Chicago area. Contact: Information Division, Chicago Tribune.	CHICAGO TRIBUNE ADVTG. DEPT.	TRIBUNE TOWER CHICAGO, ILLINOIS

WEEK BEGINNING MONDAY, APRIL 16, 1951

Monday Apr. 16 10:00 A.M.	PRESS PREVIEW HF. Preview of new room setting will be shown by Bloomingdale's for the press, on the 5th floor of the store. By invitation only. Contact: Alice Hutton, Publicity Director, EL. 5-5900.	BLOOMINGDALE'S	LEXINGTON & 59TH ST.
Apr. 16- Apr. 20	M. TWENTIETH ANNUAL PACKAGING WEEK. SPONSOR: AMERICAN MANAGEMENT ASSN., 330 WEST 42ND STREET, NEW YORK 18,N.Y.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Apr. 16- Apr. 20	13TH ANNUAL ANTIQUES SHOW	NEW HAVEN ANTIQUES SHOW	ARENA NEW HAVEN, CONN.

HF. Seventy-eight antiques exhibitors from twelve states will display at this annual event. Leading exhibitors will include Wylie-on-the-Green, affiliated with Plummers Ltd. of New York. Hours: 1 to 10:30 P.M. daily; closing at 6 P.M. on April 20. Contact: Milton Cottler, 220 Park Street, New Haven, Conn.

Monday Apr. 16- Apr. 28	SLEEP SHOW FOR 1951	BEDDING & FURN. ASSNS.	COUNTRYWIDE

HF. The annual Sleep Show promotion will be held throughout the country on these dates. Sponsors: National Association of Bedding Mfrs., Merchandise Mart, Chicago 54, Ill.; National Retail Furniture Assn., 666 Lake Shore Drive, Chicago 11, Ill.; National Retail Dry Goods Assn., 100 West 31st Street, New York 1, N. Y.

Tuesday Apr. 17 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW	WALL TRENDS, INC.	509 MADISON AVENUE

HF. A cocktail party for the press will be held to present Wall Trends Sixth Edition Hand Printed Wallpapers and new Miniature Hand Print Collection. Also first showing of new Linkrusta Wall Coverings. By invitation only. Contact: Mr. Beilin, DIckens 2-6750.

Tuesday Apr. 17 6:30 P.M.	COCKTAILS AND AWARDS DINNER	LEWIS & CONGER 45TH ST & SIXTH AVE.	STARLIGHT ROOF WALDORF-ASTORIA

E. The Sixth Annual Lewis & Conger Home Safety Awards Dinner will be held on this date. At this time awards will be made to the manufacturers who have turned out the safest new appliances for the home during 1950. By invitation only to the press, radio and so forth. Cocktails at 6:30; dinner at 7:15. Informal dress. A few additional tickets at $10 each are available. Publicity: Herbert Askwith, Lewis & Conger, VA. 6-2200.

Apr. 17- Apr. 20 M. NATL. PACKAGING EXPOSITION, AUDITORIUM, ATLANTIC CITY, NEW JERSEY. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.

Wednesday Apr. 18 10:00 A.M.- 5:00 P.M.	PRESS PREVIEW	FINLAND HOUSE	41 EAST 50TH ST.

HF. Members of the press are invited to a preview of contemporary ceramic works of art just arrived in America from Finland. About 60 important originals will be shown: stoneware, faience and porcelain in a variety of techniques. This is the first extensive showing of its kind in America. All ceramics are from the artists' ateliers at the Arabia of Helsinki Potteries and include the work of Schilkin, Kaipiainen, Rut Bryk and so on. Publicity: Mrs. Gerry S. Harrington, Don Harrington Assoc., JU. 2-0292.

Wednesday Apr. 18 12:00 M.	DESIGN AWARDS LUNCHEON	LORD & TAYLOR	WALDORF-ASTORIA

M. The Annual American Design Awards luncheon will be held on this date by invitation only. Tickets, $4.50 each. Contact: Miss Diamond, Lord & Taylor, WI. 7-3300.

Wednesday Apr. 18 4:00 P.M. Tea	PRESS PREVIEW: TEA PARTY	B. ALTMAN & CO.	34TH & 5TH AVE.

HF. A preview for the press, by invitation only, will be held to display a collection of unusual silver tea services, both domestic and imported. Many are of historical interest. These will be shown in the Beacon Hill Galleries on the 7th Floor. They will go on view to the public on the 4th Floor from April 23 to April 28. Publicity: Lois Garrett and Jean O'Brien, MU. 9-7000, Ext. 412.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Apr. 18 Just out	TWO BOOKS ON DECORATION HF. Sherrill Whiton's "Elements of Interior Design and Decoration" has been brought up to date with twenty-five percent new material. Extensively illustrated, $7.50. Lois and William Katzenbach's, "The Practical Book of American Wallpaper", $10, covers the recent history of wallpaper in this country and shows the use of all types of wallpaper. Publicity: Stanley Chambers, J. B. Lippincott Company, E. Washington Square, Philadelphia, Pa.	J.B. LIPPINCOTT CO.	PHILADELPHIA, PA.
Apr. 19-Apr. 26	HF. JAMESTOWN SPRING FURNITURE MARKET, FURN. MFRS. BLDG., JAMESTOWN, N.Y. CONTACT: PAUL E. DENNY, FURN. MFRS. BUILDING, JAMESTOWN, N.Y.		
Apr. 20-Apr. 29	HF. INDIANAPOLIS HOME SHOW, INDIANAPOLIS, INDIANA. CONTACT: J. FRANK CANTWELL, 1456 NO. DELAWARE STREET, INDIANAPOLIS, IND.		
Apr. 21-22	M. FIRST PART OF PASSOVER.		
Apr. 21-Apr. 28	B;HF. GREATER READING HOME & BUILDING SHOW, FAIR GROUNDS, READING, PA. CONTACT: CLARENCE L. EBBERT, 22 NO. FIFTH STREET, READING, PENNSYLVANIA.		
Apr. 22-Apr. 26	HF. ANNUAL MEETING AMERICAN CERAMIC SOCIETY, PALMER HOUSE, CHICAGO, ILL. CONTACT: CHARLES S. PEARCE, 2525 NO. HIGH STREET, COLUMBUS 2, OHIO.		
Apr. 22-Apr. 28	F. NATIONAL RICE WEEK. SPONSOR: BEAUMONT CHAMBER OF COMMERCE, BEAUMONT, TEXAS.		
Apr. 22-Apr. 29	HF. MEMPHIS & MID SOUTH HOME SHOW, FAIRGROUNDS, MEMPHIS, TENNESSEE. CONTACT: FRANK STEUDLEIN, 940 STERICK BLDG., MEMPHIS, TENN.		

ADVANCE DATES AND NOTICES

Monday Apr. 23 7:00 P.M.	GRADUATION PARTY AP. All students who complete the Lecture Course are invited to be guests of A.W.N.Y. at a gala party at which the winners of the prize awards will be announced. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF NEW YORK	WALDORF-ASTORIA
Apr. 23-Apr. 28	B;HF. FOURTH ANNUAL BETTER HOMES EXP., WEST END AVE. ARMORY, BINGHAMPTON, N.Y. CONTACT: ROBERT T. ALLEN, HOTEL BINGHAM, BINGHAMPTON, N.Y.		
Wednesday Apr. 24 9:00 A.M.-11:00 A.M.	SECOND DUTCH BREAKFAST F. This is the second in a series of breakfasts as well as being the traditional Dutch "second" mid-morning snack. Designed to introduce to trade and general press, baking chains and restaurants, the idea of using Dutch-grown poppy and caraway seeds for new flavor in familiar bakery products. Guests of honor: Dr. Willem Cnoop Koopmans, Consul General of the Netherlands in New York; Mr. A. D. Bestebreurtje, Chairman, Netherlands Chamber of Commerce in the United States. By invitation only. Contact: Thelma Weir, Publicity Associates, Inc., LO. 5-3210.	NETHERLANDS SEED SOC. AMERICAN SPICE TRADE	NETHERLAND CLUB 10 ROCKEFELLER PLAZA
Apr. 25-Apr. 28	HF. CHARLOTTE OBSERVER HOME SHOW AND EXPOSITION, CHARLOTTE, N.C. CONTACT: F. E. CRAWFORD, CHARLOTTE OBSERVER, CHARLOTTE, N.C.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Apr. 24- May 14 7:00 P.M.- 9:00 P.M.	LECTURE SERIES ON HOME FURNISHINGS	HOME FASHIONS LEAGUE PHILADELPHIA CHAPTER	ART ALLIANCE 251 S. 18, PHILA.

HF. Four lectures, to be held on consecutive Tuesday evenings, will deal with Floor Coverings, Wall Coverings, Furniture and Accessories. There will be two speakers each evening, expert in their field. Everyone interested is urged to enroll. Fee for entire course is $6 and enrollment is limited. Register at Art Alliance. Publicity: Florence Fleischer, James Lees & Sons Company, Bridgeport, Pennsylvania.

Apr. 27-28 M. SECOND PART OF PASSOVER.

Apr. 28- May 6 HF. SAN ANTONIO HOME SHOW, SAN ANTONIO, TEXAS.
CONTACT: G. A. GODFREY, CHAMBER OF COMMERCE BLDG., DALLAS, TEXAS.

Apr. 28 HF. INTERNATIONAL TEXTILE EXPOSITION, LILLE, FRANCE, TO MAY 20.

Apr. 29- May 5 HF. NATIONAL COTTON WEEK
SPONSOR: NATIONAL COTTON COUNCIL OF AMERICA, 271 CHURCH ST., NEW YORK 13.

Apr. 29- May 5 E. NATIONAL HOME DEMONSTRATION WEEK
SPONSOR: EXTENSION SERVICE, U.S. DEPT. OF AGRICULTURE, WASHINGTON, D.C.

Monday Apr. 30 COMPETITION CLOSES — SOC. OF THE PLASTICS IND. — 67 WEST 44TH ST.

M. The closing date for nominations for the annual John Wesley Hyatt Award for outstanding achievement in the field of plastics has been postponed from April 2 because of unusual current conditions in the field. The award, which consists of a gold medal and $1000, may be competed for by molders, fabricators, laminators, extruders, reinforced plastics processors, film and sheeting producers and printers, machinery and equipment manufacturers and raw material producers. Entry blanks may be obtained by writing William T. Cruse, The Society of the Plastics Industry, 67 W. 44th St., N.Y.C. 17. Publ.: Langdon P. Williams, MU. 7-2675.

Monday Apr. 30- May 4	TWENTIETH ANNIVERSARY CONFERENCE & EXHIBIT	AMERICAN INSTITUTE OF DECORATORS	PANTLIND HOTEL GRAND RAPIDS, MICH

HF. Open to all decorators and members of allied professions and trades, this year's conference has as its theme "Interior Decoration Comes of Age." A stimulating program has been planned for April 30, May 1-2. The Trade Exhibit will continue through May 4 and will be held in the Civic Auditorium where it will be open to the public on May 3 and 4. A series of rooms designed by members for Grand Rapids furniture manufacturers will be on view at the Grand Rapids Furniture Museum, as well as photographic displays. Information and reservations: Natl. A.I.D. Headquarters, 41 East 57th Street, New York 22, N.Y.; Publicity: Albert M. Leach, Alfred Auerbach Assoc., CO. 5-7805.

Monday Apr. 30- May 5	EASTERN STATES ANTIQUES FAIR	C.J. & C.B. NUTTALL 660 MADISON AVENUE	WESTCHESTER COUNTY CENTER, WHITE PLAINS

HF. Emphasis will be placed on Early American antiques at this 32nd Antiques Fair. Hours, 1 to 11 P.M., daily, closing Saturday at 6 P.M. Contact: C.J. & C.B. Nuttall, TE. 8-6830.

Apr. 30- May 11 BRITISH INDUSTRIES FAIR, BIRMINGHAM AND LONDON, ENGLAND.
CONTACT: BRITISH INFORMATION SERVICES, 30 ROCKEFELLER PLAZA, CI. 6-5100.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 1- May 5	HOME PROGRESS EXPOSITION HF. The 16th Annual New Haven Home Progress Exposition, under the sponsorship of the New Haven Register, will be held on these dates and will feature a Furniture and Fashion Fair. Contact: Milton Cottler, 220 Park Street, New Haven, Connecticut.	NEW HAVEN REGISTER	NEW HAVEN ARENA
May 1- May 31	F. MILK FESTIVAL. SPONSOR: AMERICAN DAIRY ASSOCIATION, 20 N. WACKER DR. BLDG.,CHICAGO 6,ILL.		
May 2- May 6	HF. DULUTH ANNUAL HOME SHOW, DULUTH, MINNESOTA. CONTACT: DON BELLOW, 907 ALWORTH BLDG., DULUTH 1, MINNESOTA.		
May 6- May 9	HF. WESTERN VARIETY STORE MDSE. SHOW,CIVIC AUDITORIUM,SAN FRANCISCO,CAL. CONTACT: KAY LEBER, DIR., 1355 MARKET ST., SAN FRANCISCO 3, CALIFORNIA.		
May 8- May 12	M. MEMPHIS COTTON CARNIVAL ASSOCIATION. CONTACT: WM. L. QUINLEN, JR., 547 NO. MAIN ST., P.O. BOX 302 MEMPHIS,TENN.		
May 9- May 11	B. AMERICAN INSTITUTE OF ARCHITECTS, EDGEWATER BEACH, CHICAGO, ILL. CONTACT: E.R. PURVES, 1741 NEW YORK AVENUE, N.W. WASHINGTON 6, D.C.		
May 9- May 13	HF;B. EL PASO HOME SHOW. CONTACT: G. A. GODFREY, PRES., CHAMBER OF COMMERCE BLDG., DALLAS, TEXAS.		
Thursday May 10 5:00 P.M.- 7:00 P.M.	SPRING CARNIVAL M. The League will hold its annual Spring cocktail party for fund-raising purposes on this date. Members are urged to come and bring their families and friends, Tom Lee has generously consented to do the decorations for this party and he and Dorothy Harrower are making plans. Merchandise contributions for prizes will be welcome as always. Invitations will be in the mail shortly. Tickets will soon be on sale at $3.75 each covering two drinks and a door prize chance, through the League offices 441 Madison Avenue. Contact: Jane Scriven, Chairman, PL. 3-5200 and Page Daugherty, Co-Chairman, MU. 2-1490.	HOME FASHIONS LEAGUE	PARK-SHERATON
May 12- May 19	F. NATIONAL FROZEN FOOD WEEK. SPONSORS: NATL. FROZEN FOOD PACKERS, 1415 K ST., WASH., D.C.; NATL. WHOLESALE FROZEN FOOD DIST., 60 E. 42ND, N.Y.C.		
May 12- May 20	B. METROPOLITAN LOUISVILLE HOME SHOW, MERCHANTS & MANUFACTURERS BLDG. STATE FAIR GROUNDS, LOUISVILLE, KY. CONTACT: JAMES G. POLK, GEN'L CHMN.		
May 12- May 20	B. GREATER CINCINNATI BUILDERS HOME SHOW. CONTACT: J. A. NAZ, CHAIRMAN, 907 UNION TRUST BLDG., CINCINNATI 2, OHIO.		
May 13	M. MOTHER'S DAY. PRESIDENTIAL PROCLAMATION.		
May 13- May 20	HF. SAN DIEGO NATIONAL HOME SHOW. CONTACT: JIM WILSON, 362 SPRECKELS BLDG., SAN DIEGO 1, CALIFORNIA.		
May 14- May 17	HF. HERSHEY ANTIQUES SHOW, COMMUNITY BUILDING, HERSHEY, PENNSYLVANIA. CONTACT: MRS. MABEL I. RENNER, 843 W. MARKET ST., YORK, PA.		
May 14- May 20	HF. NATIONAL IRISH LINEN WEEK. SPONSOR: THE IRISH LINEN GUILD, 1270 SIXTH AVENUE, NEW YORK 20, N.Y.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON	FASHION GROUP	BILTMORE BALLROOM

HF. The spring home furnishings luncheon of this organization is open to both members ($3.75) and guests ($4.00). Speakers to be announced later. Melva Chesrown is Home Furnishings Chairman of the Fashion Group. Publicity: Ruth Hammer, EL. 5-6043. Contact: Fashion Group, CI. 7-3940.

June 18- June 28 — HF. SUMMER FURNITURE MARKET, GRAND RAPIDS, MICHIGAN. CONTACT: C. F. CAMPBELL, 427 EAST FULTON ST., GRAND RAPIDS 3, MICHIGAN.

Monday June 18- June 28	INTERNATIONAL HOME FURNISHINGS MARKET	MERCHANDISE MART AMERICAN FURN. MART	CHICAGO, ILLINOIS

HF. The annual summer market will be held on these dates. For the convenience of visitors to the Merchandise Mart, a new electrical device, a direction finder, has been installed on the 15th floor. Similar finders are contemplated for other floors of the Mart. Contact: News Bureau, Mdse. Mart.

MUSEUM, GALLERY & GARDEN NEWS

Monday Apr. 16- Apr. 20	1ST ANNUAL FLOWER SHOW	NEW HAVEN ARENA	NEW HAVEN, CONN.

G. New Haven's first Flower Show, which is to be an annual event, will feature the theme of "Our Heritage." Garden Clubs of Southern Connecticut will set up rooms in antique decor with flower arrangements. Contact: Milton Cottler, 220 Park Street, New Haven, Connecticut, and Mrs. Franklin Swift, Woodbridge, Connecticut.

Apr. 16- Apr. 22 — G. NATIONAL GARDEN WEEK. CONTACT: GENERAL FEDERATION OF WOMEN'S CLUBS, 1734 N. ST.,N.W.,WASH.,D.C.

Wednesday Apr. 18- June 9	MASK EXHIBIT	COOPER UNION MUSEUM	COOPER SQUARE

M. An exceptional display of masks collected from all ages and all parts of the world will go on view under the title "False Faces." Ceremonial, religious, life, death, theatrical, dance and festival masks made of leather, wood, porcelain, papier mache, plaster and linen will be shown. Hours: 10 A.M. to 5 P.M. Mon. through Sat.; until 9:30 P.M. Tues. and Thurs. up to Apr. 30. (Closed Sat. after June 1). Admission free. Contact: Everett P. Lesley, Jr., AL. 4-6300.

Apr. 18- June 17	JAPANESE POTTERY & BASKETWARE	MUSEUM OF MODERN ART	11 WEST 53RD STREET NORTHWEST GALLERY

M. Selected examples of well designed, hand-made Japanese pottery and basketware for everyday use arriving in the United States and will be exhibited on the first floor of the Museum of Modern Art. Collection will include teapots, cups, plates, bread baskets, mats, etc. Publicity: Betty Chamberlain, CI. 5-8900.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below:

Department Store Economist, 100 East 42nd Street, N.Y.C.

Frederica Barnet is no longer in charge of china, gifts, glassware, etc. No editor has as yet been appointed to replace her. She has gone to Retailing, as Housewares Reporter.

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Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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